

**GOVERNMENT OF ANDHRA PRADESH
ABSTRACT**

Tourism Promotion – AP Tourism Promotional Campaign at Bangalore Airport by M/s. JCDecaux Advertising India Pvt., Ltd, Bangalore - Sanction of Rs.27,72,671/- (Rupees Twenty Seven Lakhs Seventy Two Thousand Six Hundred and Seventy One only) including taxes per month – Orders – Issued.

YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No. 699

Dated:10-09-2013
Read the following:

1. From M/s. JCDecaux Advertising India Pvt., Ltd, Bangalore, Dt:09-07-2013.
2. Govt.Lr.No.3963/PMU/PRO/2013, of YAT & C (PMU) Department, Dt.17th July, 2013.
3. Bill.No.JCDD/BG/2013080217, from M/s. JCDecaux Advertising India Pvt., Ltd, Bangalore, Dt.29-07-2013.

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ORDER:

In the letter 1st read above, M/s. JCDecaux Advertising India Pvt., Ltd, Bangalore, has submitted a proposal for taking up advertising campaign for Andhra Pradesh Tourism branding at Bangalore Airport.

2. Accordingly, Government have issued orders in reference 2nd read above, for taking up selective a at Bangalore Airport for a period of one month at the rate of Rs.27,72,671/- per month (Rupees Twenty Seven Lakhs Seventy Two Thousand and Six Hundred and Seventy One only) including taxes. The media of promotion are:

Sl.No	Media Type	Location	Rate inclusive of printing & mounting charges (Rs)
1	TOTEM	Common Checkinn Hall	Rs.15,32,671/-
2	Departure Bill Board (Arch)	Airport Road	Rs.12,40,000/-
TOTAL AMOUNT NOT EXCEEDING RS. 27,72,671/- INCLUDING TAXES PER MONTH			

3. In the reference 3rd read above, M/s. JCDecaux Advertising India Pvt., Ltd, Bangalore, has submitted bill along with the photographs as proofs upon erection of the media for A.P Tourism to be placed at Bangalore International Airport from 14th August 2013 to 14th September 2013 and requested for release of amount of Rs.27,72,671/- (Rupees Twenty Seven Lakhs Seventy Two Thousand Six Hundred and Seventy One only) including taxes and requested the Government to release payment.

4. Government after careful examination of the matter, hereby sanction an amount of Rs.27,72,671/- (Rupees Twenty Seven Lakhs Seventy Two Thousand Six Hundred and Seventy One only) to M/s. JCDecaux Advertising India Pvt., Ltd, Bangalore, for AP Tourism Promotional towards erection of A.P Tourism Hoardings at Bangalore International Airport for one month duration starting 14th August 2013.

5. The amount sanctioned at Para 4 above shall be debited to the following Head of Account:

“3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodations & other facilities to Tourists – Schemes included in PLAN,GH 11- Normal State Plan - (13) Advertisement for Promotion of Tourism – 260 – Advertisement, Sales and Publicity - Expenses”

(P.T.O)

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6. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at Para 4 above, in favour of M/s. JCDecaux Advertising India Pvt., Ltd, Bangalore, through on line. The details of Bank account is as follows:-

Account Name	: M/s. JCDecaux Advertising India Pvt., Ltd, Bangalore
Account No	: 52205927463
Name of the Bank	: Standard Chartered Bank
Branch	: No.23, Narainmanzil Barakhamba Road, Delhi-110091.
IFSC Code	: SCBL0036020

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**CHANDANA KHAN
SPECIAL CHIEF SECRETARY TO GOVERNMENT**

M/s. JCDecaux Advertising India Pvt., Ltd, Bangalore
The Assistant Secretary to Government & D.D.O, YAT & C (PMU) Dept.
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad.

Copy to:

The YAT & C (PMU - Claims) Department.
SF/SCs.

//Forwarded:: By Order//

SECTION OFFICER